

Message Text

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ACTION XMB-07

INFO OCT-01 EUR-25 ISO-00 EB-11 COME-00 TRSE-00 CIAE-00

INR-10 NSAE-00 RSC-01 DRC-01 /056 W

----- 109350

R 211820Z MAY 74

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 9320

INFO AMCONSUL STRASBOURG

UNCLAS SECTION 01 OF 02 PARIS 12309

E.O. 11652: N/A

TAGS: BEXP FR

SUBJECT: WTDR - ATELIERS PH. GOETZMANN

REF: STATE 53375 - MARCH 18, 1974

STRASBOURG 53, MARCH 27, 1974

STATE 66781, APRIL 3, 1974

STATE 88961, MAY 1, 1974

TRANSMITTAL SLIP FROM STRASBOURG, MAY 2, 1974

FOR EXIMBANK, MRS FARINA

IN RESPONSE TO YOUR TELEPHONE CALL, WE REPEAT BELOW

TEXT OF WTDR REPORTED BY AMCONSULATE GENERAL

STRASBOURG PER UNCLAS STRASBOURG 53.

1. ADDRESS: 50 RUE DU MARECHAL FOCH, 67380 LINGOLSHEIM,
FRANCE.

CABLE: AGRIGOETZMANN, LINGOLSHEIM. TELEX: 87910.

TELEPHONE: 88-36.94.30

OFFICER: MR. ALAIN GOETZMANN, MANAGER

2. HOLDING COMPANY CONTROLLING:

A. ORDIAE, A DATA-PROCESSING CENTER

B. SEPT S.A., AN ADVERTIZING AGENCY

C. DOMAINES DE MONTPLAISIR, S.A., A CATTLE FARM

D. DELTA, S.A., CAPITALIZED AT 1,000,000 FRANCS,

A MANUFACTURER AND DEALER IN AGRICULTURAL MACHINERY,

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WITH SALES AGENCIES: DELTA INTER, LTD., IN THE

UNITED KINGDOM AND DELTA G.M.B.H. IN GERMANY.

E. GENERALE INDUSTRIE, S.A., AN AUTOMOBILE AND TRUCK
DEALER ACTING AS AGENT IN THE BAS-RHIN DEPARTMENT
FOR GENERAL MOTORS-OPEL, HANOMAG HENSCHER AND
MERCEDES-BENZ.

F. MARLY, S.A., A DEALER SPECIALIZING IN LAWN AND
GARDEN MAINTENANCE MACHINERY AND EQUIPMENT.

3. FINANCIAL REFERENCES: BANK OF AMERICA, RUE DU
VIEUX MARCHE-AUX-VINS, 67000 STRASBOURG. BANQUE
NATIONALE DE PARIS, STRASBOURG.

4. MAJOR FOREIGN FIRMS REPRESENTED:
KOEHRING FARM DIVISION, PO BOX 469, APPLETON, WISCONSIN
54911
JACOBSON-SOD MASTER DIVISION, 3456 WASHINGTON AVENUE
NORTH, MINNEAPOLIS, MINNESOTA 55412.
JACOBSON MANUFACTURING CO., 1721 PACKARD AVENUE,
RACINE, WISCONSIN 53403.
JACOBSON ROGERS DIVISION, OLATHE, KANSAS
YORK MODERN CORPORATION, UNADILLA, NEW YORK 13849.
PARKER SWEEPER CO., SPRINGFIELD, OHIO.
BUNTON CO., LOUISVILLE, KENTUCKY.
ROYER FOUNDRY AND MACHINES CO., 158 PRINGLE STREET,
KINGSTON, PENNSYLVANIA.
ASTRON TERRAIN KING, ENGLER MANUFACTURING CO.,
4444 CENTER STREET, HOUSTON, TEXAS 77007.
DEVERE MANUFACTURING CO., 1220 WASHINGTON AVENUE,

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R 211820Z MAY 74

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 9321

INFO AMCONSUL STRASBOURG

UNCLAS SECTION 02 OF 02 PARIS 12309

RACINE, WISCONSIN 53403.

RYAN EQUIPMENT CO., 2055 WHITE BEAR AVENUE, SAINT
PAUL, MINNESOTA 55109.

FINN EQUIPMENT CO., 2525 DUCK CREEK ROAD, CINCINNATI,
OHIO.

GIANT VAC MANUFACTURING CO., SOUTH WINDHAM, CONNECTICUT
06266.

5. SINCE OCTOBER 1973, ATELIERS PH. GOETZMANN HAS
BEEN A HOLDING CONCERN, CAPITALIZED AT 3,500,000 FRANCS
(US \$700,000). SINCE THAT DATE IT HAS ESTABLISHED
ITS VARIOUS ACTIVITIES IN INDEPENDENT SUBSIDIARIES
AS LISTED ABOVE. A FIRST CONSOLIDATION HAD BECOME
NECESSARY IN 1972 WHEN THE FIRM LOST THE SALES
AGENCY FOR ALL OF FRANCE OF A LARGE GERMAN MANUFACTURER
OF AGRICULTURAL MACHINERY. THIS HAD CAUSED A CONSIDER-
ABLE DECREASE IN ITS SALES, AND HAD FORCED IT TO GIVE
UP ITS FINANCIAL PARTICIPATION IN THREE JOINT
VENTURES WITH AMERICAN AND GERMAN PARTNERS. GOETZMANN
CONTINUES, HOWEVER, TO RANK AMONG THE LARGEST FRENCH
AGENT FOR THE ABOVE AMERICAN CONCERNS FROM WHICH IT
BUYS REPORTEDLY \$5,000,000 WORTH OF MATERIALS A YEAR.
ITS SALES HAVE AGAIN MARKED A STEEP INCREASE IN 1973
REACHING REPORTEDLY 70,000,000 FRANCS (\$14,000,000).
LOCAL BANKING SOURCES REPORT THAT THE FIRM'S SITUATION
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IS STILL TIGHT, THAT IT OWES LARGE AMOUNTS TO BANKS,
BUT ANTICIPATE A 20 PERCENT INCREASE IN SALES FOR
1974. THEY ESTIMATE ITS PRESENT NET WORTH AT
6,236,000 FRANCS (\$1,300,000) AS COMPARED TO
5,144,000 FRANCS IN 1971 AND 3,190,000 FRANCS IN 1972.

6. DATE OF INFO: 3/74
IRWIN

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